

# WASATCH COUNTY TOURISM PROFILE

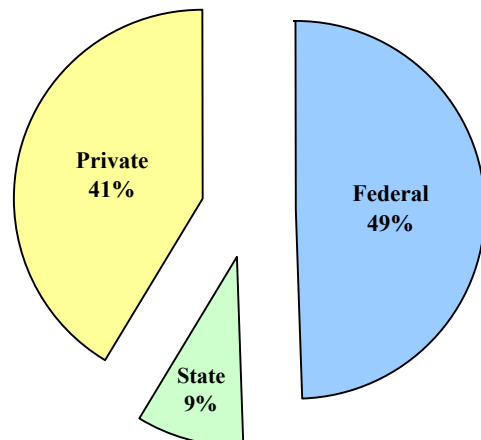
County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
<b>DEMOGRAPHIC</b>									
Population	13,316	13,953	14,577	15,215	16,203		16,996	4.9%	15
Total Non-Ag Employment	3,816	4,096	4,686	4,698	4,753		4,887	2.8%	16
Non-Ag Avg Monthly Wage	\$1,454	\$1,583	\$1,689	\$1,834	\$1,898		\$1,999	5.3%	15
Per Capita Income	\$19,193	\$20,144	\$20,966	\$21,740	\$21,969		\$22,081	0.5%	10
Unemployment Rate	3.9%	4.9%	5.0%	4.5%	5.5%		7.9%	2.4%	22
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$40.7	\$44.5	\$47.9	\$49.2	\$47.1	\$52.5	\$52.5	0.0%	10
Travel & Tourism Related Employment	747	823	898	932	936	1,353	1,395	3.1%	10
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$846	\$925	\$997	\$1,024	\$979	\$1,188	\$1,186	-0.2%	10
Gross Taxable Room Rents	\$6,290	\$6,458	\$6,868	\$7,273	\$6,983		\$8,333	19.3%	11
Transient Room Tax	\$188.7	\$193.7	\$206.0	\$218.2	\$209.5		\$250.0	19.3%	11
Restaurant Tax	\$145.1	\$156.8	\$190.3	\$185.4	\$209.7		\$204.1	-2.7%	12
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (million)	\$118.5	\$136.6	\$155.8	\$171.7	\$174.0		\$186.6	7.2%	14
<b>REGIONAL VISITATION COUNTS</b>									
I-80 UT/WY Traffic Count	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625		5,238,845	3.1%	
SR-40 UT/CO Traffic Count	532,535	534,725	559,545	554,800	596,045		608,090	2.0%	
Skier Days at Utah Resorts	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574		3,141,212	5.6%	
Wasatch Mountain S.P.	886,137	880,669	896,917	930,152	923,988		1,215,511	31.6%	
Deer Creek S.P.	99,191	153,055	197,547	253,523	291,124		188,550	-35.2%	
Utah Lake S.P.	705,073	734,995	431,702	405,563	276,475		157,882	-42.9%	
Jordanelle S.P. (2 Locations)	331,762	310,648	342,200	262,010	192,005		168,113	-12.4%	
Timpanogos Cave N.M.	112,777	119,074	122,768	115,115	126,270		114,736	-9.1%	
Rockport S.P.	275,571	210,015	245,406	152,605	117,505		89,497	-23.8%	
Starvation S.P.	98,689	101,652	100,049	95,302	100,337		107,944	7.6%	

Land Ownership - 1999	No. of Acres	% Total
<b>Total Acres in County</b>	<b>758,401</b>	<b>100.0%</b>
<b>Federal Government</b>	<b>373,665</b>	<b>49.3%</b>
BLM	3,271	0.4%
US Forest Service	370,393	48.8%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	--	--
Other*	--	--
<b>State Government</b>	<b>69,818</b>	<b>9.2%</b>
Utah State Parks & Recreation	22,974	3.0%
Utah State Wildlife Reserves	28,094	3.7%
State Trust Lands	18,750	2.5%
<b>American Indian</b>	<b>3,021</b>	<b>0.4%</b>
<b>Private**</b>	<b>311,896</b>	<b>41.1%</b>

\*Includes Military and Bankhead Jones land

\*\*May include some local government land

**Land Ownership - 1999**



# Wasatch County Tourism Profile

